



connoisseur circle

THE FINE ART OF TRAVEL

D - A - C H  
GOES CARIBBEAN  
+  
CENTRAL AMERICA



Be a Part  
of It!

FOSTERING FRUITFUL TIES  
BETWEEN TWO REGIONS



# Introducing the Industry Network: „Friends of the Caribbean” You should become a member, if ...

## Connoisseur Circle

For more than 17 years, Connoisseur Circle has been recognized as the leading multimedia platform for luxury travelers in the DACH region.

Our vibrant community appreciates the high-quality journalism we produce. Our partners and tourism experts benefit from our profound expertise, our feel for travel trends, and value us as bridge builders and door openers to new markets.

## Sustained support for innovative luxury tourism

Industry insiders have long known what studies have recently revealed: The DACH region is an emerging market for hotels and destinations in the Caribbean.

We also know what challenges need to be overcome to access this market. We see ourselves as bridge builders between the markets and would like to support you in your efforts.

## The Most Important Players in One Network

Free for tourism experts, Connoisseur Circle's business network „Friends of the Caribbean” connects Caribbean decision makers with the DACH region, and a community of travelers extremely interested in the Caribbean. „Friends of the Caribbean” also gives its members the opportunity to exchange ideas with international colleagues and market insiders. By joining the network, they can make their product visible through our multimedia channels.

### CHALLENGES

Limited visibility

Limited resources

Gathering know-how: which special demands do European travelers have?

Development of reliable distribution partnerships

Development of trusted contacts and partnerships

### “FRIENDS OF THE CARIBBEAN” OFFERS SOLUTIONS

➔ Visibility increased through multimedia approach  
Editorial coverage online and in print

➔ International partnerships at industry events such as ITB, World Trade Market, ILTM, etc.  
Exclusive CC media packages for members  
Advertisement partnerships with sweepstakes

➔ Network newsletter  
LinkedIn channel  
Access to pertinent market information

➔ Connection to the Travel Agent Circle:  
Network of DERTour Deluxe travel agencies in the DACH region

➔ Connection to the Travel Industry Club (TIC), Germany's most extensive tourism industry network  
Connection to DERTour Deluxe experts and Connoisseur Circle's travel journalists  
Connection to leading tourism experts from the DACH region, including major European airlines such as Lufthansa, Austrian Airlines, KLM, Air France, Edelweiss, Condor, etc.







THE DACH MARKET IS READY TO VENTURE ON NEW PATHS

## B2C: The Power of Connoisseur Circle's Community

61%

hail from the highest income class.

47%

have drawn travel inspiration from Connoisseur Circle products within the last six months.

76,6%

use Connoisseur Circle as their first source of information when looking for a new travel idea or hotel.

90,8%

answer in the affirmative when asked whether they draw inspiration from Connoisseur Circle even if they don't have a new trip planned.

2,3 million

people interested in luxury travel reached by Connoisseur Circle's multimedia platform in the DACH region.

1,7 million

contacts as a result of high-caliber partnerships in the luxury sector.

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*We would like to make villas and chalets accessible to discerning guests, so that German-speaking travelers can spend a safe, secure, and seamless vacation on our island.*

EDMUND BARTLETT, TOURISM MINISTER, JAMAICA

“

”

*We are happy to help you find the perfect island for an unforgettable vacation in the Bahamas, by supplying you with information and insider tips.*

CLAUDIA MAJUNKE, SALES, BAHAMAS TOURISM

“

”

*Connoisseur Circle offers us the perfect platform to present the luxury segment of our destination to the right target group.*

PETRA CRUZ, DIRECTOR EUROPE, TOURIST BOARD, DOMINICAN REPUBLIC

“

”

*Our marketing agency GCE has served numerous clients from the Caribbean. An important target group are the readers of Connoisseur Circle magazine, with whom we regularly realize beneficial and productive cooperations.*

GCE, DOROTHEA HOHN, MANAGING PARTNER, GLOBAL COMMUNICATION EXPERTS

“



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## B2B: Intensive Networking — Targeted Connections



Benefits for your company, added value for you as a partner:

Connoisseur Circle connects you with the most relevant luxury tourism brands in the DACH market.





# Connoisseur Circle's Multimedia Platform

## A PROFITABLE CROSS MEDIA CONCEPT

A great brand needs a great platform. Connoisseur Circle's media mix includes a wide variety of content, ensuring that your marketing campaigns will reach a high-caliber, travel-savvy readership.



### CONNOISSEUR CIRCLE MAGAZINE

Total print run in 2024: 81,000  
4 issues per year

### A DIGITAL LUXURY JOURNEY – DIGITAL MAGAZINE

Total reach\*: about 570,000  
4 issues per year

### WEBSITE

Monthly visitors: 21,000  
Monthly unique users: 16,000  
Average length: 2:31 minutes



### B2C NEWSLETTER

30,000 subscribers  
Bimonthly international topics  
THE BEST HOTELS (DACH): bi-monthly

### B2B NEWSLETTER „CC VIP BRIEFLY“

9,000 business contacts

### „CC VIP“ E-MAGAZINE

Monthly e-magazine  
28,500 contacts  
12,650 via TIC  
Twice a year 20,000 subscribers of Rv9

### SOCIAL MEDIA

Facebook: ~17,900 followers  
Instagram: ~29,800 followers  
LinkedIn: ~3,150 followers

\*total reach is a result of direct sales and distribution partnerships



# Become A Part of the Connoisseur Circle Network „Friends of the Caribbean“ now!

## YOUR ADVANTAGES IN A NUTSHELL

- Exclusive B2B network „Friends of the Caribbean“ — connection to leading players in the luxury travel industry
- Network newsletter
- LinkedIn channel
- Access to pertinent marketing information, industry events and talks, trade show partnerships
- Exclusive marketing partnerships, advertisement opportunities



Register for free online or send an email to [caribbean@ccircle.cc](mailto:caribbean@ccircle.cc)

**AM PULS DER LUXUSREISEN**  
Der inspirierende Newsletter für Connoisseur Circle Members!

Einfach einzigartig: Abtauchen ins Unterwasser-Luxusschlafzimmer. Cruisen in Alaskas Ur-Natur oder Highlife an Traumküsten. Wir haben exklusive Vorschläge für außergewöhnliche Trips für Sie.

Immer aktuell: Auf [www.ccircle.cc](http://www.ccircle.cc) finden Sie eine täglich aktualisierte Auswahl der besten Luxus-Reisen und Specials. Lassen Sie sich von unseren Angeboten und Tipps inspirieren!

Sie sind noch kein Member bei Connoisseur Circle? [Join the Community!](#) - und lesen Sie alle Ausgaben unseres E-Mags kostenlos!

Sie wollen keine Mailings mehr von Connoisseur Circle erhalten? [Dann können Sie sich hier aus dem Verteiler abmelden.](#)

Bleiben Sie gesund!  
Ihr Connoisseur Circle Team





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